

## Operating Partner Profile

### **Andreas Franz**

Operating Partner

Key Focus Country: Germany, Austria, Switzerland

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## My Acquisition Target: Lifestyle Consumer Goods

My search focuses on acquiring a founder-led, non-fashion lifestyle consumer goods business in DACH.

I am drawn to this sector because it combines structural growth, strong consumer relevance and fragmentation, with many owners facing succession decisions. These businesses often have excellent products and brands but are under-optimised operationally, digitally and organisationally.

My track record includes CEO roles with full P&L responsibility, successful founder transitions, restructurings and growth initiatives. My milestones are clear: acquire a profitable SME, ensure a smooth ownership transition, professionalise operations, and scale the business sustainably into a stronger, more resilient platform over the medium to long term

## About Me

I am a hands-on CEO and entrepreneur with over 25 years of leadership experience in European consumer brands and retail.

I have led international businesses across fashion, lifestyle and accessories, including founder succession, restructuring and omnichannel growth. Currently I am the CEO of an international women's fashion brand (>€40m revenue), and I previously served as CEO of a German menswear group and held senior leadership roles at VF Corporation and other global consumer companies.

I hold a Kellogg-WHU Executive MBA and have extensive M&A training. Personally, I am deeply interested in design, lifestyle, culture and the evolution of consumer brands across generations.

## Values

- Integrity & trust
- Discipline & accountability
- Resilience & perseverance
- Respect for people & culture
- Long-term value creation

## Skills

- Founder succession & transition
- Operational value creation (P&L ownership)
- Omnichannel & commercial strategy
- Strategic transformation
- Deal evaluation and origination

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